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**UNITED STATES DISTRICT COURT
 NORTHERN DISTRICT OF CALIFORNIA**

EPIC GAMES, INC.,

Plaintiff,

v.

APPLE INC.

Defendant.

Case No. 4:20-cv-05640-YGR-TSH

**REDACTED EXHIBIT B TO
 DECLARATION OF SHANE M. PALMER
 IN SUPPORT OF NON-PARTY SPOTIFY
 USA INC.'S ADMINISTRATIVE
 MOTION TO SEAL PORTIONS OF
 SPOT-EPIC-00000925 AND
 SPOT-EPIC-00001023**

**REDACTED VERSION OF DOCUMENT
 SOUGHT TO BE SEALED**

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16th November 2020

Information Request from the JFTC

Spotify's response

1. Results of Spotify's experiment of December 2018

We would be grateful if you could submit the results of Spotify's experiment of December 2018 (extracted below)

[REDACTED]

[REDACTED]

[REDACTED]

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16th November 2020

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]

[REDACTED]

- [REDACTED]

[REDACTED]

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16th November 2020



, Apple's anti-competitive restrictions not only prevent users from directly subscribing to its Premium service from the app, but also prevent Spotify from effectively using in-app advertising to promote its Premium service, and in Spotify's experience in-app advertising is the most effective form of advertising as the user is engaging with Spotify's service and trying to access a Premium service.
